

# E-Newsletter

## Embassy of Malaysia, Dakar



### EXPORT ACCELERATION MISSION (AEM) TO THE REPUBLIC OF SENEGAL, 25 - 29 JULY 2016 AND TO THE ISLAMIC REPUBLIC OF THE GAMBIA, 29 JULY - 1 AUGUST 2016



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The Malaysia External Trade Development Corporation (MATRADE) in collaboration with the Malaysian-African Professionals and Entrepreneurs (MAPE) undertook the Export Acceleration Mission (AEM) to Senegal from 25 to 29 July 2016 and to The Gambia from 29 July to 1 August 2016. The mission was led by Puan Aureen Jean Nonis, Senior Director in the Market Access & International Partnership Division of MATRADE.

Companies that participated in the AEM were from various sectors such as road construction, consultancy in Islamic Finance, medical, water treatment and trading. Nine companies participated in the AEM to Senegal and five to The Gambia.



Opening Ceremony at the Chamber of Commerce and Industry and Agriculture of Dakar, 26 July 2016. The ceremony was officiated by Minister of Commerce, Informal Sector, Consumption, Promotion of Local Products and SME, H.E. Alioune Sarr. Far right is H.E. Adrienne Diop, Ambassador of Senegal



Meeting and Business Matching at the Employers' Union (*Conseil National du Patronat du Senegal - CNP*), 28 July 2016.



Seminar and Business Matching at the Gambia Chamber of Commerce and Industry, 30 July 2016 .



Meeting with the Minister of Trade, Industry, Regional Integration and Employment of The Gambia, H.E. Abdoulie Jobe, 1 August 2016.



# NATIONAL DAY OF MALAYSIA 2016



MALAYSIA  
#sehatisejiwa

On the occasion of the National Day of Malaysia, a flag raising ceremony was held at the Official Residence (Rumah Malaysia) on 31 August 2016. The ceremony commenced with the singing of the National Anthem of Malaysia and followed by remarks delivered by H.E. Ambassador Sharrina Abdullah, Ambassador of Malaysia to Senegal. All Home-Based Staff (HBS) and Locally Recruited Staff (LRS) at the Embassy attended the event.

The Embassy also took the opportunity in organizing a Farewell for the retirement of Mr. Massata Diakhate, the Ambassador's driver who had served the Embassy for 22 years.



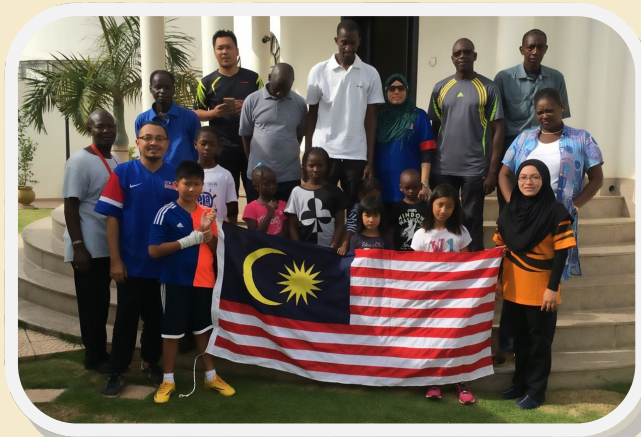
## NATIONAL SPORTS DAY 2016

Embassy of Malaysia in Dakar, Senegal hosted the National Sports Day 2016 and the event was held at the Official Residence (Rumah Malaysia) on Saturday, 8 October 2016.

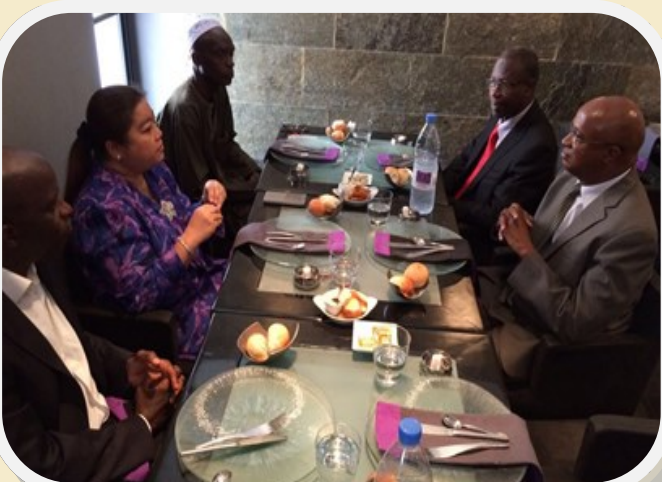
Various sports' activities were organized and participated by all Home-Based Staff (HBS) and Locally Recruited Staff (LRS) together with their family members.

The event commenced with the singing of the National Anthem of Malaysia followed by remarks delivered by Mr. Ros Faizi Rosli, Third Secretary of the Embassy. The activities continued with "*Senamrobik*" coordinated by Mrs. Ismidia Ismail Mokhtar, Secretary of the Embassy and followed by games which include *petanque*, darts, carrom and games for children.

Overall, the National Sports Day 2016 was held successfully and received a positive response among the Embassy staff and their family members. In addition, this event also aimed at increasing public awareness towards healthy lifestyles.



### FRIENDLY LUNCH HOSTED BY H. E. AMBASSADOR SHARRINA ABDULLAH



- Mr. Moustapa Ndiaye, President of MTCP Alumni Senegal.
- Mr. Abdoulaye Thiam, Head of Political Desk, Le Soleil (Newspaper).
- Mr. Tidiane Barry, Director of Television, RTS.
- Mr. Amadou Bamba Wele, Translator of the Embassy of Malaysia.

## NEWS COVERAGE

**“Le Soleil”, Thursday 09 June 2016****From Mahathir’s Wawasan to Macky Sall’s PSE***By Moussa Thior**PhD Student in English**APR Political leader**Mounde / Djirna Commune**Foundiounne, Region of Fatick*[niominkabi@gmail.com](mailto:niominkabi@gmail.com)

“One can lead people only by showing them a future: a chief is a merchant of hope”, Napoleon Bonaparte.

This Napoleon Bonaparte’s diction may well apply to Senegal under Macky Sall with the Senegal Emerging Plan (PSE), not because the previous rulers did not have ambition, but simply because President Macky Sall’s ambitions, unlike others, are planned. Senegal can finally regain hope with His Excellency President Macky Sall and the PSE.

Indeed planning achievements is one of PSEs strength. And, like what the English people say, “ambitions without planning are just wishes”.

Lastly Senegal can hope, because it has finally a leader whose ambition and vision are quantifiable, measurable and well planned throughout the time.

President Macky Sall fulfills his mission, because the function of a leader is to keep this hope alive.

And this Senegal Emerging Plan recalls in many respects, the famous “Wawasan 2020” plan which allowed Malaysian under Dr. Mahathir Mohamad (1981-2003) to enter the very restricted circle of emerging countries.

That is why PSE is going far beyond simple wishes: it is the ambition of a man and the vision of a leader who wants to transform his country, together with all his generation.

Dr. Mahathir Mohamad, with his “Wawasan 2020” has fitted Malaysia with high level infrastructures, and improved the living standard of the Malaysians. And this was achieved within 20 years.

Coming back to the example of Senegal, there are reasons to have hope, since as far as infrastructure is concerned, projects are coming up and others will be launched soon.

Touba Highway, Diamniadio Industrial Park, universities in Sine Saloum and Diamniadio, the new technical high schools, interurban train projects, the new boats “Aguene” and “Diambogne”, exploitation of gas and oil deposits in Sangomar in the near future, to list down only these projects for the improvement of the living standard of the Senegalese people.

Let us have a look at the achievements, at the social level, with CMU (universal medical coverage), family safety grant as well as the various actions of the First Lady’s Foundation on the service of Senegal, not forgetting the Diamniadio industrial platform and the City of Emergence which will make PSE a real path to development with a five-year priority plan of action.

Senegal also has a suitable business climate with an appropriate political and legal environment for investment. The political dialogue launched by the Head of State is a concrete proof. Only embittered politicians would miss this train of political history of Senegal. Food self-sufficiency in rice by 2017, with the objective of 745,000 tons of paddy rice in 2016, as well as boosting tourist sector, with a series of measures taken by the Government also is a concrete proof.

## NEWS COVERAGE

Prime Minister Mahathir bin Mohamad's ambition through "Wawasan 2020" was to make Malaysia an independent country at the industrial level, autonomous at the levels of economic prosperity, welfare, education, and political stability. To do so, Prime Minister Mahathir had set the requirements at 7% growth, for the period from 1990 to 2020.

In Senegal, two years after the implementation of PSE, we have 6.4% growth rate; which put us on the track of emergence. These economic achievements should push the head of State to turn towards an economic debate.

Senegal to the image of Malaysia is really a possibility. For this the President's agenda should focus on economic questions and the Senegalese turn towards the cult of work.

We have had the chance to visit Malaysia in 2007 to represent our country in a training programme at the international teacher training institute (IPBA). In view of our modest experience, we will try to explain the level of development of this country. We consider that Senegal can really be like Malaysia. In other words, as "Wawasan 2020" of Mahathir has been able to develop Malaysia, PSE of President Macky Sall can develop Senegal; which requires prerequisites as follows:

- Education for citizenship and respect for institutions. In Malaysia, even to stop a taxi, people follow the queue.
- To give utmost importance to education and training. Just imagine that in Malaysia the training of teachers may take five years because students do their choice very early instead of waiting for the end of the university studies to seek professional qualification.
- To settle the problem of begging. Indeed Senegal would gain to solve this problem since it is one of the rare countries where people beg at few meters from the presidential palace. Just imagine that in Malaysia a child at schooling age is not allowed to walk around during school hour.
- To reinforce economic patriotism; this requires reinforcement of national companies and making national preference a reality. The Government must strengthen national private operators, like Ccbm's Serigne Mboup and Sedima's Babacar Ngom who have a priesthood of economic patriotism and who remain in Senegal while participating in the running of our economy, with Senegalese.
- Practically, all the taxis circulating in Kuala Lumpur are made in Malaysia. Since our country does not manufacture cars at industrial level, we could for instance do in a way that all the Government's furniture are made in Senegal. This is possible. Malaysia is the first exporter of palm oil when we were told while in Malaysia that the first palm trees imported to this country in the 60s are from Senegal.

Another factor that could bring us closer to emerging Malaysia is the return of the train whistle.

Actually, President Macky Sall will make history the day when train whistles in Ziguinchor coming from Dakar, after its traditional tour (Kaolack, Guinguineo, Tambacounda), allowing thus my cousins in Velingara to see it passing by their area and to also hear it whistle at Sinthian Houllata.

We keep on hoping, since we are convinced that President Macky Sall will succeed, and he is on the right track. Like Malaysia which became emerging country before 2020, Senegal will be emerging before 2035.

We have hope, what Mahathir did for Malaysia, Macky Sall will do it for Senegal, and he is on the right track. He must not get far from this path because of politicians' reactions tinted with jealousy. President Macky Sall, by setting our country on the track of emergence chose to be the hero of the Senegalese, unlike those political men who chose to be heroes of their ego.

LE SOLEIL - MERCREDI 27 JUILLET 2016

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## COOPERATION BILATERALE

# Le Sénégal et la Malaisie veulent fouetter leurs relations commerciales

Entre le Sénégal et la Malaisie, les relations commerciales restent encore timides malgré les bonnes perspectives et les nombreuses opportunités d'affaires de part et d'autre. Les deux pays ont manifesté la volonté de changer la donne par des fora d'affaires et d'investissements Sénégal-Malaisie dont le premier s'est tenu, hier, à Dakar.

Par Elhadji Ibrahima THIAM

Les échanges commerciaux entre le Sénégal et la Malaisie ne sont pas à la hauteur des relations politiques et institutionnelles. Pour la première fois depuis l'établissement des relations diplomatiques, en 2002, les deux pays ont tenu, hier, un forum sur les opportunités d'affaires et d'investissements, en vue d'inverser la tendance. En 2015, le total des échanges commerciaux entre les deux pays a diminué de 29,6 %. Le Sénégal a exporté vers la Malaisie pour 1,5 milliards de FCfa contre 3,4 milliards en 2014. Quant à la Malaisie, ses importations en provenance du Sénégal se sont chiffrées à 14 milliards de FCfa contre 27 milliards en 2014. « Ces statistiques indiquent clairement qu'il existe un besoin pressant de redoubler d'efforts pour élargir et approfondir nos relations commerciales », a déclaré Mme Sharrina Abdullah, ambassadeur de la Malaisie au Sénégal, à l'ouverture du forum organisé conjointement par le ministère des Affaires étrangères et celui du Commerce, du Secteur informel, de la Consommation, de la Promotion des produits locaux et des Pme, en collaboration avec



Dr Adrienne Diop, ambassadeur du Sénégal en Malaisie.

de commerce de Dakar, Daouda Thiam, qu'il existe un important courant d'échanges plus ou moins formel entre les deux pays et entretenu par de nombreuses commerçantes sénégalaises qui ont fait de ce pays leur destination privilégiée. M. Thiam a estimé des actions comme ce forum devrait impulser davantage les échanges entre les deux Etats.

### S'inspirer du modèle malaisien

Adrienne Diop, ambassadeur du Sénégal en Malaisie, s'attèle à redynamiser les relations commerciales entre les deux pays. Elle en a fait sa priorité conformément aux directives du chef de l'Etat. « La Malaisie est un pays émergent, il est logique de s'inspirer de son modèle de développement pour que le Sénégal atteigne l'émergence dans des délais raccourcis », a-t-elle déclaré. Plus que le rééquilibrage de la balance commerciale qui est largement en défaveur du Sénégal, Mme Diop souhaite plus d'investissements

malaisiens et la création de Pme/Pmi au Sénégal. « Le moment est propice, car au-delà du marché sénégalais, en plus du déroulement des programmes dans le cadre du Pse, le développement des sites de Dianniadio et du lac Rose, il faut considérer les 300 millions de consommateurs dans l'espace Cedeao », a-t-elle insisté.

Le ministre du Commerce, Alioune Sarr, a salué la qualité, le nombre et la diversité des secteurs représentés dans la délégation malaisienne. Cela démontre la volonté commune des secteurs privés des deux pays de consolider, d'améliorer et de diversifier leur partenariat commercial, a-t-il affirmé, en invitant les opérateurs économiques malaisiens à saisir les nombreuses opportunités d'investissement et de partenariats multiformes qu'offre le Sénégal. M. Sarr a estimé aussi que Dakar, grâce à sa situation géographique privilégiée, est, aujourd'hui, « une plateforme de services de choix et un point d'entrée des produits à destination du marché de la sous-région ».

## NEWS COVERAGE

**SENEGAL, MALAYSIA BILATERAL COOPERATION**

*Translation of Article published in Senegalese Government newspaper "Le Soleil", issue of Wednesday 27 July 2016*

**SENEGAL AND MALAYSIA WANT TO BOOST THEIR TRADE RELATIONS**

Between Senegal and Malaysia, trade relations are still despite the good prospects and various business opportunities from both sides. The two countries expressed the will to change the situation through business and investment forums Senegal-Malaysia, the first edition of which was held yesterday in Dakar.

Trade exchanges between Senegal and Malaysia are not at the level of the political and institutional relations. For the first time since the establishment of the diplomatic relations in the 80s, the two countries held yesterday a forum on business and investment opportunities in order to reverse the trend. In 2015, the total trade between the two countries decreased by 29.6%. Senegal exported to Malaysia for CFA 1.5 billion (about USD 2.8 million) against CFA 3.4 billion (about USD 6.5 million) in 2014. As for Malaysia, its exports to Senegal amounted to CFA 14 billion (about USD 26.9) against CFA 27 million (about USD 52 million) in 2014. "These statistics are clear indications that there is an urgent need to work harder to expand and deepen our trade relations", said Madame Sharrina Abdullah, Ambassador of Malaysia to Senegal, during the opening of the forum jointly organized by the Ministry of Foreign Affairs and Senegalese Abroad, the Ministry of Trade, Informal Sector, Consumption, Promotion of Local Products and SMEs, in conjunction with the Chamber of Commerce, Industry and Agriculture of Dakar (CCIAD), the Investments and Major Projects Promotion Agency (APIX), and the Embassy of Malaysia in Senegal.

The forum recorded the participation of a delegation of businessmen and economic players from Malaysia, representing eleven companies and led by Malaysia External Trade Development Corporation (Matrade) and Malaysian-Africa Professional & Entrepreneurs (MAPE).

**To bridge our two countries**

This Malaysian economic mission is a part of the continuous effort led by Matrade as the National Trade Promotion Agency of Malaysia "to bridge our two countries and to develop mutually beneficial trade partnership between the private sectors of both countries", Ambassador Sharrina added.

The products exchanged between Senegal and Malaysia include phosphate, cotton, shellfish, cardboard, animal and vegetable fats, canned food, furniture, shoes, etc. If Senegal drew very little opportunity from the cooperation with Malaysia, the fact remains that, according to the Vice-President of the Chamber of Commerce, Industry and Agriculture of Dakar, Mr. Daouda Diallo, there is a significant trade flow more or less formal between the two countries and developed by many Senegalese traders who have made this country their favorite destination. Mr. Thiam considered that initiatives like this forum could boost further trade relations between the two countries.

**NEWS COVERAGE****To follow the Malaysian model**

Ambassador Adrienne Diop of Senegal to Malaysia is striving to revitalize the trade relations between the two countries. She made it a priority in accordance with the directives of the Head of State. "Malaysia is an emerging country, it is logic for Senegal to follow its model of development to reach economic emergence in the shortened deadlines", she declared. More than rebalancing the trade balance which is largely to the detriment of Senegal, Madam Diop wants more Malaysian investments and the creation of SMEs / SMIs in Senegal. "The time is right, because beyond the Senegalese market, in addition to the implementation of programmes under the Emerging Senegal Plan (PSE), the development of Diamniadio and "Lac Rose" (Pink Lake) sites, it is necessary to consider the 300 million consumers of the Economic Community of West African States (ECOWAS)", she insisted.

The Minister of Trade, Alioune Sarr, praised the quality, number and variety of sectors represented in the Malaysian delegation. This demonstrates the willingness of the private sectors of both countries to consolidate, improve and diversify their commercial partnership, he said, inviting the Malaysian economic players to take the many opportunities for investment and multiform partnerships offered by Senegal. Mr. Sarr also explained that Dakar, thanks to its geographical location, is now a "preferred platform for services and an entry point for products to the sub-region market".

**Signing of MOUs between Malaysian and Senegalese organisations**

The Malaysian companies participating in the forum are active in the sectors of road construction, energy and renewable energies, IT management of registry office files, Islamic finance, waste management, medical equipment and foodstuff. In addition to the signing of MOUs between ASEPEX and MATRADE, between the National Union of Chambers of Commerce, Industry and Agriculture of Senegal (UNCCIAS) and MAPE, and between representatives of Senegalese professional business organisations and MAPE, this forum was the opportunity to organise bilateral business meetings (B to B) between Malaysian businessmen and their Senegalese counterparts.

**Increase in the volume of trade but to the detriment of Senegal**

The volume of trade exchanges between Malaysia and Senegal is largely to the detriment of Senegal even if they increased by 247% between 2010 and 2014. These figures are below the export potentials of Senegal, according to the Minister of Trade, Alioune Sarr. "Our objective is to do more and better, to reinforce our production and supply capacities to the Malaysian Market", he said. Mr Sarr encouraged the Senegalese economic players to establish sustainable business relations with their Malaysian counterparts, which could boost transfer of technology and attract Malaysian direct investments in the sectors of industry, agriculture, fisheries.

## NEWS COVERAGE

LE SOLEIL - MARDI 6 DECEMBRE 2016

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SUIVI DES PROJETS DU PSE

**Le Bos et Pemandu nouent un partenariat**

Pour renforcer le dispositif de suivi de la mise en œuvre du Pse, le Bureau opérationnel de suivi dudit plan a noué un partenariat avec Pemandu, une structure créée en 2009 et placée sous l'autorité du Premier ministre de la Malaisie et qui suit les programmes de transformation économique de ce pays. Classée par Bloomberg parmi les 20 structures étatiques les plus performantes au monde, elle accompagne, depuis quelques années, les pays à assurer les succès des programmes gouvernementaux.



Ibrahima Wade, directeur général du Bureau opérationnel de suivi de Plan Sénégal émergent

Le directeur général du Bureau opérationnel de suivi de Plan Sénégal émergent (Bos), Ibrahima Wade et le directeur général de Performance management and delivery unit (Pemandu), Idris' Jala, ont signé, hier, à Kuala Lumpur, un mémorandum d'entente destiné à renforcer leur coopération, annonce un communiqué. La signature de ce mémorandum s'est déroulée en marge de la visite de travail d'une mission sénégalaise en Malaisie, conduite par le ministre-conseiller du chef de l'Etat, Gnouka Diouf, précise la même source. Celle-ci est composée du représentant-résident du Programme des Nations Unies

pour le Développement (Pnud), du représentant-résident du Fonds des Nations Unies pour la population (Fnuap), du directeur général du Bureau opérationnel de suivi du Pse, du coordonnateur de la direction générale de la planification et des politiques économiques, du directeur du renouveau du service public et des membres du Bos.

D'après le document, la mission est financée conjointement par le Pnud, le Fnuap et l'Etat du Sénégal et entre dans le Programme d'appui au suivi du Plan Sénégal émergent.

Le mémorandum d'entente définit les modalités d'accompagne-

ment du renforcement du dispositif de suivi de la mise en œuvre du Pse par Pemandu, à travers une méthode éprouvée, en 8 étapes. Selon le communiqué, la coopération entrera dans sa phase active en février 2017, selon le souhait exprimé par le directeur général du Bos. Une équipe de Pemandu est attendue à la même période à Dakar pour démarrer le travail avec le Bos.

La mise en œuvre du Pse s'articule autour d'un dispositif laissant l'exécution des projets aux ministères sectoriels et à leurs démembrés. Ils sont appuyés par le Bureau opérationnel de suivi (Bos), placé sous l'autorité du ministre chargé du Suivi du Pse, Abdoul Aziz Tall. Le Bos fonctionne comme une « Delivery Unit », qui assure le suivi opérationnel de la mise en œuvre du Pse, la coordination et le renforcement de capacités des structures d'exécution.

Selon le communiqué, Pemandu, créée en 2009 et placée sous l'autorité du Premier ministre de la Malaisie, suit les programmes de transformation économique de ce pays.

Elle est classée par Bloomberg parmi les 20 structures étatiques les plus performantes au monde et accompagne, depuis quelques années, les pays à assurer les succès des programmes gouvernementaux.

Mamadou GUEYE

**NEWS COVERAGE****UNOFFICIAL TRANSLATION**

Source: Le Soleil, Tuesday 6 December 2016

**Follow-up of PSE Projects****The Operational Monitoring Office (BOS) of the Senegal Emerging Plan (PSE) and PEMANDU establish a partnership.**

To strengthen the monitoring mechanism for the implementation of the Senegal Emerging Plan (PSE), the Operational Monitoring Office (BOS) has forged a partnership with the Performance Management and Delivery Unit (PEMANDU), an agency set up in 2009 under the authority of the Prime Minister of Malaysia to monitor the economic transformation programmes of this country. Ranked by Bloomberg as one of the 20 most efficient government agencies in the world, Pemandu has provided in recent years, assistance to countries to ensure the success of governmental programmes.

The Director General of BOS, Mr. Ibrahima Wade and PEMANDU's Director General Idris Jala signed a Memorandum of Understanding (MOU) to strengthen their cooperation, according to a statement. The signing of this MOU took place on the sidelines of the working visit of a Senegalese delegation to Malaysia, led by the Minister-Counselor to the President of Senegal, Madam Gnouka Diouf, according to the same source. The delegation also includes the United Nations Development Programme (UNDP)'s Resident Representative; the United Nations Population Fund (UNFPA)'s Resident Representative; the Director General of BOS-PSE; the Coordinator of the Department of Economic Planning and Policies, Ministry of Economy, Finance and Planning; the Director of Public Service Renewal, Ministry of Public Service; and Members of the BOS.

According to the statement, the mission is financed jointly by UNDP, UNFPA and the Government of Senegal, and it comes under the programme in support of PSE follow-up.

The MOU sets the terms and conditions of the assistance to be provided by PEMANDU for the reinforcement of the monitoring system in implementing PSE, through a proven method, in 8 stages. According to the statement, the cooperation will enter its active phase in February 2017, according to the wish expressed by the Director General of BOS. A PEMANDU team is expected in Dakar at the same period to start the work with BOS.

The implementation of PSE articulates around a mechanism that leaves the implementation of projects to the various ministries and their agencies. They are supported by BOS, under the authority of the Minister in charge of monitoring the PSE. BOS operates as a delivery unit, which ensures operational monitoring for the implementation of PSE, coordination and capacity building for the implementation agencies.

**FAREWELL STAFF,  
EMBASSY OF MALAYSIA, DAKAR, SENEGAL**

Outgoing Staff:

**Mr. Massata Diakhate**  
Driver to Ambassador  
(Left 23 September 2016)



**EMBASSY OF MALAYSIA,  
DAKAR, SENEGAL**



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